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Minorities in broadcasting:
The toehold is becoming a beachhead

Broadcasting Oct 15

The newsweekly of broadcasting and allied arts

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NEWSPAPER

The Week in Brief

SHELTER IN A STORM ☐ Broadcast stocks take a tumble along with the rest of the market, but analysts feel that in the long run, radio-TV issues will hold up well in recession. **PAGE 20.**

RADIO FIRSTERS ☐ NRBA meets in Washington, 4,000 strong, and devotes four days to the medium, undistracted by television. **PAGE 20.** Programers talk up, and down, various formats. **PAGE 52.** Channel spacing on both dials dominates several technical sessions. **PAGE 62.** Brokers agree that radio stations, AM or FM, are a good buy. **PAGE 70.**

PUSH IS ON ☐ James Quello's term at the FCC isn't up for nine months yet, but some broadcasters are already asking the White House to renominate him. There may be a problem, however, since the Carter administration is said to be looking for a Hispanic to fill the post. **PAGE 22.**

FOUR AT ONCE ☐ The heads of the commercial networks and PBS talk competition in Boston forum. **PAGE 22.**

LOOKING TO THE SKIES ☐ The Public Service Satellite Consortium was also in the capital last week, discussing the potentials and the limitations of the birds. **PAGE 23.**

KISSINGER-FROST FACE-OFF ☐ The NBC interview of the former secretary of state is marked by heated exchanges and a behind-the scenes walkout by Frost after he says the network told him to go easier and was going to give Kissinger more time to elaborate on some of his answers. **PAGE 24.**

MINORITIES IN BROADCASTING ☐ This special report assesses the progress made and obstacles still faced by minorities getting into broadcast ownership. It looks at minority employment in the industry, **PAGE 27.** The 100 stations controlled by blacks. **PAGE 47.** The 17 stations controlled by Hispanics. **PAGE 48.**

DIAMONDS ARE NBC'S BEST FRIEND ☐ The major leagues' playoffs enable the network to take first place in the ratings for the week ended Oct. 7. **PAGE 40.**

MORE QUIT KOOL-TV ☐ Management's directive requiring news employes to sign a "loyalty oath" prompts four more staffers to resign. **PAGE 66.**

PAPAL PROGRESS ☐ The second week of Pope John Paul's visit was, like the first, an occasion for all-out coverage by the country's broadcasters—as demonstrated by the photos on **PAGE 68** documenting such efforts as those of WLS-TV Chicago, KCCI-TV Des Moines, Iowa, and WDVM-TV Washington.

A CHANCE TO EXPLAIN ☐ In the wake of the confusion and outrage over the Supreme Court's Gannett decision, the high court agrees to hear a Richmond case that may clarify some of the justices' intention. **PAGE 76.**

TAKE ANOTHER LOOK ☐ Metromedia asks the U. S. Court of Appeals in Washington to further refine its doctrine as to who has standing to file at the FCC. The request follows a petition to deny renewals of Washington TV stations on the basis they aren't adequately serving local singles. **PAGE 74.**

DEBATE POLICY ☐ The Federal Election Committee begins a new effort to draft regulations concerning sponsorship and conduct of political debates between candidates for federal office. **PAGE 74.**

KEEPING THE FCC'S HOUSE IN ORDER ☐ When Don Lichtwardt took over as executive director of the FCC four years ago, he was determined not to be bogged down by red tape and bureaucracy. And he has succeeded at an agency that by its own nature cannot make long-range plans. Much of the credit is due to his "can-do" approach to problems and a readiness to lay all his cards on the table. **PAGE 97.**

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Massachusettes, Connecticut and New Hampshire markets. Agency: Bradham-Hamilton Advertising, Charleston, S.C. Target: children, 6-11; women, 18 plus.

Child World □ Ten-week campaign for toy store chain begins this week in about 14 markets. Agency: W. B. Doner, Memphis. Target: women, 25-49.

Hanover Brands □ Eight-week campaign for frozen vegetables begins this week in 13 markets with spots running during day times and early fringe. Agency: Manoff Geers Gross, New York. Target: women, 25-54.

Polaroid □ Six-week campaign for One-Step cameras begins Oct. 29 in 29 markets with some spots running during fringe times. Agency: Doyle Dane Bernbach, New York. Target: adults, 18-49.

Regency Electronics □ Four-week campaign for electronic scanner begins Nov. 29 in about 60 markets with spots in late fringe and news times. Agency: RMS, Advertising, Indianapolis. Target: men, 25-54.

Cannon □ Four-week campaign for calculators begins Nov. 5 in Los Angeles. Spots will be placed in late fringe, prime access, and news and sports times. Agency: Dentsu, Inc., New York. Target: adults, 25-54.

Prince Matchabelli □ Four-week campaign for Aviance fragrance begins Nov. 19 in 14 markets including New York, Boston, Philadelphia, Detroit, Los Angeles and San Francisco. Agency: Della Femina & Travisano, New York. Target: women, 18-34.

Sunbeam □ Three-week campaign for men's electric shavers begins in late November in about 20 markets with spots running during fringe, news and sports programing. Agency: N.W. Ayer, Chicago. Target: men, 18-49.

American Can Co. □ Five-week campaign for Dixie Living Ware begins Nov. 5 in 10 markets. Agency: SSC&B, New York. Target: women, 25-49.

Northern Electric Co. □ Five-week campaign for electric blankets begins Nov. 12 in 40 markets. Agency: Co-Ordination Group, Chicago. Target: women, 35 plus.

Timex □ Five-week campaign for alarm clocks begins Nov. 12 in 48 markets including Boston, Chicago, Detroit and Philadelphia with spots placed primarily during fringe times. Agency: Kenyon & Eckhardt, Boston. Target: women, 18-49.

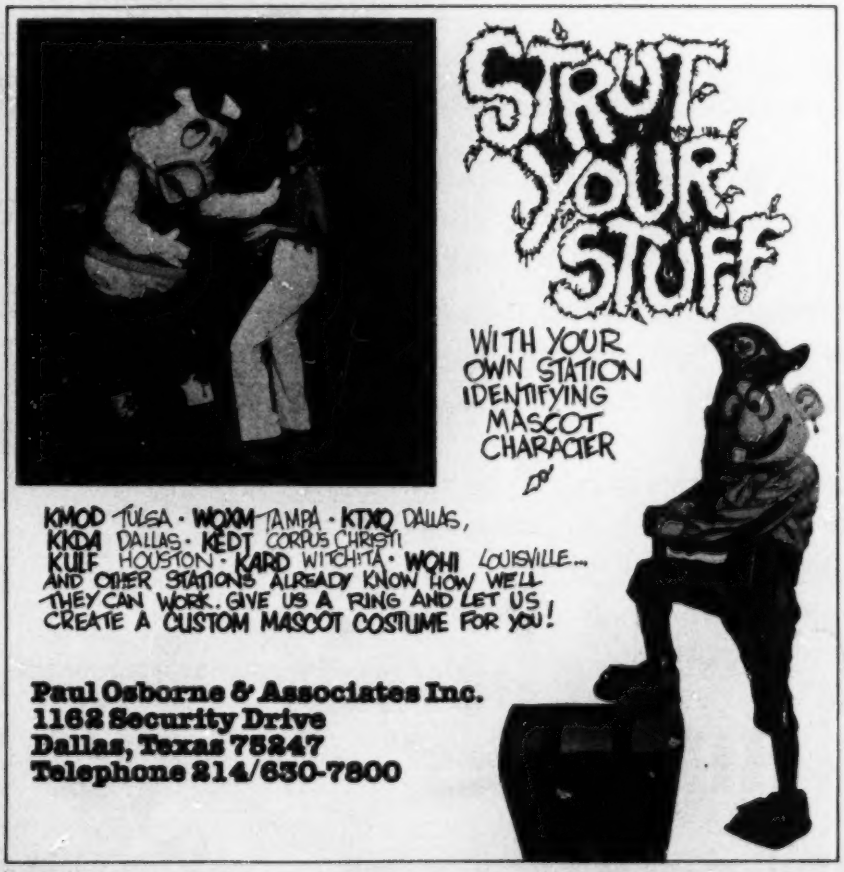
Archway □ Four-to-six-week campaign for cookies begins in late October in 55 markets with spots placed in day, fringe and prime times. Agency: United Advertising, Chicago. Target: women, 25-64.

BAR reports television network sales as of Sept. 9

ABC $1,049,461,000 (36.1%) □ CBS $962,665,200 (33.1%) □ NBC $894,333,000 (30.8%)

Day parts	Total minutes week ended Sept. 9	Total dollars week ended Sept. 9	1979 total minutes	1979 total dollars year to date	1978 total dollars year to date	% change from 1978
Monday-Friday Sign-on-10 a.m.	149	$1,219,000	5,805	$42,493,100	$37,052,500	+14.7
Monday-Friday 10 a.m.-6 p.m.	1,038	17,339,600	36,358	626,021,700	577,478,200	+8.4
Saturday-Sunday Sign-on-6 p.m.	392	13,533,300	11,891	319,490,900	272,434,200	+17.3
Monday-Saturday 6 p.m.-7:30 p.m.	105	4,078,300	3,543	162,523,500	145,075,600	+12.0
Sunday 6 p.m.-7:30 p.m.	29	2,301,100	880	49,958,200	42,905,800	+16.4
Monday-Sunday 7:30 p.m.-11 p.m.	415	42,426,400	14,871	1,489,208,500	1,328,341,100	+12.1
Monday-Sunday 11 p.m.-Sign-off	263	10,202,100	8,502	216,763,300	175,737,100	+23.3
Total	2,391	$91,099,800	81,877	$2,906,459,200	$2,579,024,500	+12.7

Source: Broadcast Advertisers Reports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RADIO AND TV

Rich 'n' Creamy □ Four-week campaign for ice-cream begins Nov. 12 in approximately 100 radio markets and about 30 TV markets. Agency: D'Arcy-McManus & Masius, Atlanta. Target: women, 18-49.

Flav-O-Rich □ Four-week campaign for dairy products begins Nov. 12 in about 100 radio markets and about 30 TV markets concentrating on Southeastern states. Agency: D'Arcy-McManus & Masius. Atlanta. Target: women, 25-54.

nature of organizational changes at network and group operations, the data collected are often useless for intra-industry comparison of broadcast employment."

Both NBC and ABC agreed that the industry already undergoes scrutiny from a host of other federal and state agencies. NBC's comments said there is "no appropriate rationale for commission regulation of networks' and licensees' headquarters' EEO practices. ... employment statistics are already filed with the commission and open to public scrutiny... and NBC employment statistics are all within the zone of reasonableness." NBC also agreed that the FCC does not have jurisdiction to regulate network employment practices.

ABC said the petition is based on "false assumptions." ABC stressed that "FCC jurisdiction is limited to regulating licensee employment practices which could effect the responsiveness of a station's programing to minority interests."

ABC agreed with CBS in that the organizational pattern typical at most stations "which reflect common functional elements in station operations ... is not true regarding the workforces at broadcast networks and licensee headquarters."

Joining the networks in filing comments were the National Association of Broadcasters and Mutual Broadcasting. NAB said that it was submitting "general comments" to what it considered a "broadbrush petition." NAB cautioned the FCC that it was not a "mini" Equal Employment Opportunities Commission and that it would not exceed its jurisidiction in proposing such regulation. NAB also asserted that "expanded regulations ... would add to the mountain of paperwork" that broadcasters are already required to file.

Mutual also opposed the petition and said that "to arbitrarily select the networks out of the whole spectrum of program suppliers and to subject them to commission EEO policies and reporting requirements would be unreasonable and capricious in the extreme, especially in the case of the radio networks, where the typical affiliate station derives a majority of its programing from other program distribution and program origination sources."

For the Record

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New stations

FM applications

■ Rosamond, Calif.—Rosamond Broadcasters seeks 105.5 mhz, 3 kw, HAAT: 28 ft. Address: Box 811-2206 Cutler St., Simi Valley, Calif. 93065. Estimated construction cost $26,140; first-quarter operating cost $7,560; revenue $75,000. Format: Adult/variety. Principals: Israel Sinofsky (80%) and his sister-in-law Dorothy Sinofsky (20%). Israel is applicant for FM in Carpenteria, Calif. Dorothy is general manager of Nostalgia Sound in Simi Valley. They have no other broadcast interests. Ann. Oct. 2.

■ *Stamford, Conn.—Connecticut Educational Telecommunications Corp. seeks 88.5 mhz, 1.166 kw (H) 1.12 kw (V) HAAT: 66 ft. Address: 24 Summit St., Hartford, Conn. 06106. Estimated construction cost $137,970; first-year operating cost $132,530; revenue $132,530. Principal: Nonprofit educational institution. Paul K. Taff is president. Ann. Oct. 2.

■ *Hopkinsville, Ky.—Pennyrile Christian Community Inc. seeks 89.3 mhz, 50 kw, HAAT: 300 ft. Address: 1100 East 18th St., Hopkinsville, Ky. 42240. Estimated construction cost $126,020; first-year operating cost $48,000. Applicant is non-profit corporation formed for purpose of operating station; Robert Amis is president. Ann. Oct. 2.

■ Amherst, Mass.—Amherst Broadcasting Inc. seeks 100.0 mhz, 3 kw, HAAT: −103 ft. Address: Box 67, Amherst 01002. Estimated construction cost $39,411; first-year operating cost $16,900; revenue $30,000. Format: variety. Principals: Edward H. Peene Jr. and Robert K. McConnell, each 50%. Amherst is licensee of WTTT(AM) Amherst. They have no other broadcast interests. Ann. Oct. 2.

TV applications

■ Austin, Tex.—Texas Television Inc. seeks ch. 42; ERP 5000 kw (m), 1410 kw (h) vis., 500 kw (m), 1415 kw (h) aur., HAAT 1290 ft.; ant. height above ground 1295 ft. Address: 314 Highland Mall Blvd., Austin 78761. Estimated construction cost $2,205,559; first-quarter operating cost $332,400; revenue $1,010,000. Legal counsel Cohn & Marks, Washington; consulting engineer Jules Cohen & Assoc. Principals: Michael D. McKinnon (20%) and South Texas Telecasting (80%). McKinnon owns 50.25% of South Texas Telecasting, licensee of KIII-TV Corpus Christi, Tex. He also is majority stockholder of KBMT-TV Beaumont, Tex., and owns stock in KSON-AM-FM San Diego. Ann. Aug. 15.

■ Salt Lake City—American Television of Utah seeks ch. 14; ERP 1660 kw vis., 166 kw aur., HAAT 3836 ft. Address: Box 30658-310 Bearcat Dr., Salt Lake City 84125. Estimated construction cost $2,070,600; first-quarter operating cost $168,150; first-quarter revenue $162,500. Legal counsel Benito Gaguini, Salt Lake City; consulting engineer Jack Moffet. Principals: Skaggs Telecommunications (100%). L.S. Skaggs, chairman of drug and food stores chain is chairman of board. He has no other broadcast interests. Ann. Aug. 31.

FM Actions

■ *Lorton, Va.—Broadcast Bureau granted Ethnic Broadcasting 88.1 mhz, 30 w (H), HAAT: 145 ft. Address: P.O. Box 2903, Washington, D.C. 20013. Estimated construction cost $7,000; first year operating cost "donated services". Format: Educational. Principals: Non-profit organization. Morgan Hodges, president; Joseph Brown, vice president; Mary Low Douglas, all directors. None has any other broadcast interests. (BPED2719). Action Sept. 12.

TV Actions

■ Casper, Wyo.—Broadcast Bureau granted The Chrysostom Corp. ch. 14; ERP 1456 kw vis., 146 kw aur., HAAT 1887 ft.; ant. height above ground 250 ft. Address: 200 City Center Bldg., Casper, Wyo. 82601. Estimated construction cost: $1,108,746; first-year operating cost $625,000. Legal counsel Brown & Bernstein, Washington; consulting engineer Serge Bergen. Principals: Henry O. Ort (20%), Robert J. Zipay (20%), Daniel M. Burke (10%), Vincent J. Horn Jr. (10%) and Franklin Brown (40%). Ort is president of Two-Way Radio Service in Casper; Zipay is Casper Chief of Police; Burke and Horn are partners in law firm and Franklin is president of livestock company. They have no other broadcast interests (BPCT-781106KE). Action, Aug. 31.

Summary of broadcasting

FCC tabulations as of July 1979

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,519	5	23	4,547	85	4,632
Commercial FM	3,059	2	53	3,114	172	3286
Educational FM	985	–	28	993	92	1085
Total Radio	8,543	7	104	8,654	349	9003
Commercial TV						
VHF	514	1	2	517	8	525
UHF	217	0	3	220	59	279
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	981	4	15	1,000	79	1079
FM Translators	273	0	0	273	105	378
TV Translators						
UHF	1,187	0	0	1,187	340	1,527
VHF	2,430	0	0	2,430	216	2,646

*Special temporary authorization

**Includes off-air licenses

Ownership Changes

Actions

■ KLIP(AM) Fowler, Calif. (1220 khz, 250 w-D)—Broadcast Bureau granted assignment of license from Eleanor Mindel to Frontier Communications for $260,000. Mindel is administratrix of estate of her late husband, Morris. She has no other broadcast interests. Buyer is equally owned by Carlton B. Goodlett, Jerrel W. Jones and Woodrow Miller. Jones owns 76% of KNOV(AM) Milwaukee. Miller is general manager at KLIP. Goodlett is San Francisco doctor with no other broadcast interests. (BAL7906266E). Action Sept. 26.

■ KBIK(AM) Lompoc, Calif. (1410 khz, 500 w-D)—